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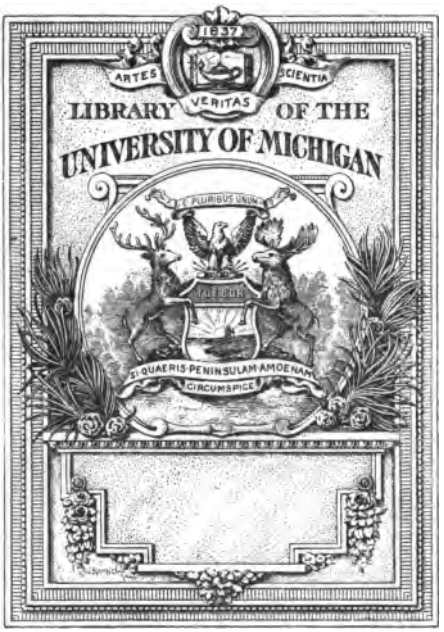
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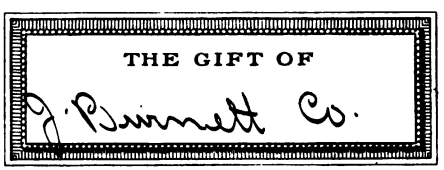
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NOT

THE FAMOUS ORIZABA.

UofM

1850 ——— 1900.

ANNIVERSARY.

About Vanilla.

PUBLISHED BY

THE JOSEPH BURNETT COMPANY,

BOSTON, MASSACHUSETTS.

Copyright, 1900,
By Joseph Burnett Company.

ANNOUNCEMENT.

THE world-famous ruby mines of Burmah have scarcely been more jealously guarded, more surrounded by mystery and commercial interest, than has the Valley of Mazantla, classical home of the remarkable orchid known as *Vanilla*.

Hidden away by cautious Mother Nature in remote inaccessible tropics, richly cradled in a spot which Humboldt called one of the world's seven wonders, there is probably no plant of such immense commercial importance, about which so little is known botanically and generally.

For more than fifty years, the Joseph Burnett Company have spent liberal capital and infinite pains to study this plant in its many aspects, and extract from it all the richness with which it has been so lavishly dowered. It is, indeed, a life-work to acquire the skill necessary to produce a perfect extract, so intricate a subject is the knowledge of vanilla. In fact, the whole operation of growing and curing is a complex science, and nothing less.

There is no article sold in America more capable of abuse, more subject to fraud and ignorance, than Vanilla extract.

196527

Realizing this more and more, the public, with its yearly growing interest in the subject of healthful, pure food products, naturally turns to this Company for information concerning such an important article of household use. We have letters of inquiry daily; and it is with the purpose of answering a few of these questions and enlightening many interested ones that this book is published.

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PART I.

THE PLANT:
ITS HABITAT AND HISTORY.

THE PLANT:

ITS HABITAT AND HISTORY.

WHAT is it like — this plant, so beloved of Nature that she has bestowed upon it a veritable magic wallet, in the shape of a little sheath, wherein reposes such wealth of usefulness and delight?

A Rare Orchid.

Many will be surprised to learn that it is a climbing orchid, attaching itself by aërial rootlets to trees, shrubs or rocks, where it flourishes and intertwines its long, fleshy stems and tapering leaves. Its blossomy spikes resemble the tuberose in growth and white-

ness, and, like that flower, give out, at night, an exquisite fragrance; also dropping a honey-like moisture, found on its leaves in the morning.

From each blossom springs a little pod, which grows rapidly until — on the mature plant — it resembles, in size, shape and color, the long, yellow banana. Many of these pods, however, do not reach their full size, but fall away during growth, so that only from one to five, perhaps, are finally left upon the plant.

Wild Vanilla.

In countries to which it is indigenous, the orchid runs wild and very rank, oftentimes growing an inch a day, where there are plenty of shade and decaying leaves to aid it.

The fruit of such uncultivated growth, however, is very inferior in quality, and of no use except as furnishing excellent cuttings for cultivation, and material for perfumes, or cheap, spurious flavoring extracts. The richest fruit, of whatever variety, is obtained only when cultivation is systematically and carefully conducted along lines which experience has proved to be most favorable.

Genuine Vanilla.

According to Rolfe, there are fifty-two species of vanilla ranging over the tropics of the two hemispheres; but only those in the New World furnish fruit. After years of learned controversy, it is now generally accepted that the original plant — that which yields the genuine vanilla — is *Vanilla planifolia*. This alone will be treated of here, other varieties being of little commercial value, save in

the art of perfumery, or the artfulness of adulterating the true vanilla extract, which is the flavor *par excellence* of the civilized world.

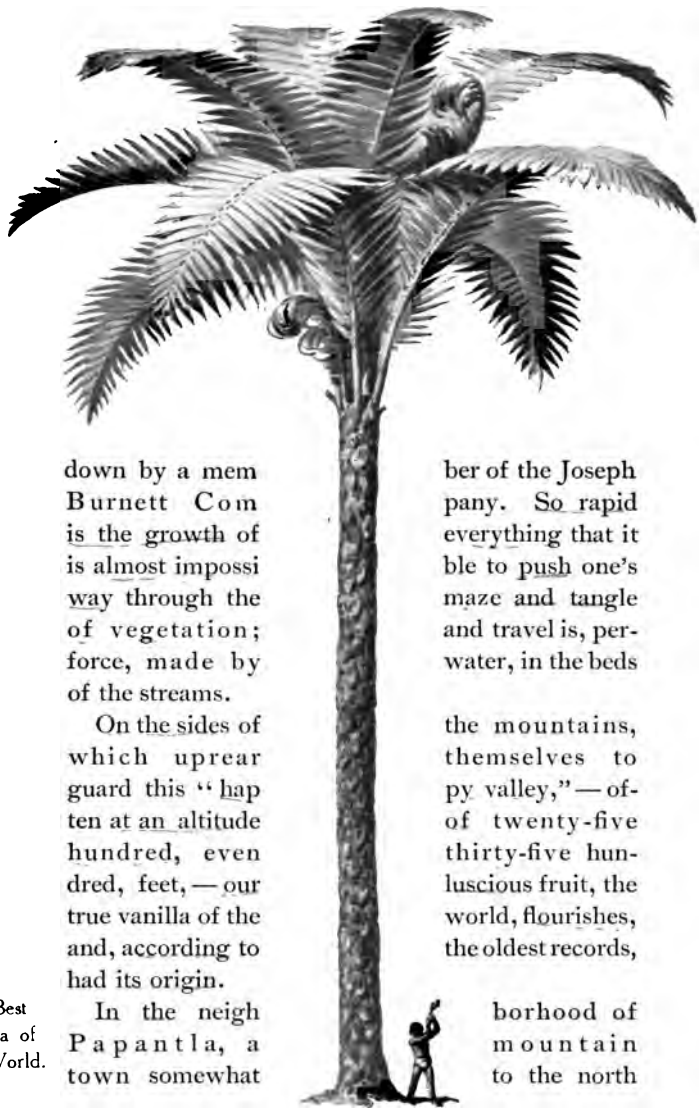
This genuine *Vanilla planifolia*, or *flat-leaved* vanilla, is native to Yucatan, Guatemala, British Honduras, Venezuela, British Guiana, Equador, Peru, Brazil and the West Indies. In none of these countries, however, does it reach perfection, the South American varieties, which are known as *vanillons*, being especially coarse and of inferior fragrance, worthy only to scent toilet soaps and tobacco.

But the country which has acquired a fame pre-eminent for the choicest growth of this rare orchid, containing its most subtle and essential constituents, — "quintessence pure," — is Mexico, the classical land of vanilla culture, as has been said.

A Valley of Wonders.

In the State of Vera Cruz, nestling among cliffs six thousand feet high, is the wonderful Valley of Mazantla, watered by warm streams, and fertile beyond description.

This valley is believed to be the gigantic crater of a volcano, sunk among the hills, and, like a magic garden, waved into existence under the wand of some Aztec goddess of nature, contains a luxuriance of vegetation wellnigh incredible. Here grows the largest coffee-tree known, producing from forty to fifty pounds in a single year; the average yield elsewhere rarely exceeding five pounds. Here a fern, seventy-five feet in height, was cut



down by a mem ber of the Joseph
Burnett Com pany. So rapid
is the growth of everything that it
is almost impossi ble to push one's
way through the maze and tangle
of vegetation; and travel is, per-
force, made by water, in the beds
of the streams.

On the sides of the mountains,
which uprear themselves to
guard this "hap py valley," — of-
ten at an altitude of twenty-five
hundred, even thirty-five hun-
dred, feet, — our luscious fruit, the
true vanilla of the world, flourishes,
and, according to the oldest records,
had its origin.

The Best Vanilla of the World.

In the neigh borhood of
Papantla, a mountain
town somewhat to the north

of Mazantla, it reaches the very fulness of its completion. Here it is cultivated to its greatest extent; here are produced, undoubtedly, the best of all vanilla beans. The soil, practically volcanic, atmosphere, climate, — in short, all conditions of nature minister to the perfection of this useful plant.

So convinced is the Joseph Burnett Company as to the supremacy of the Mexican beans over all others that in the manufacture of their vanilla extract they use them exclusively.

Half a century's experience only confirms them in the belief that flavoring, extracted from any other variety, is in no way comparable to that obtained from the Papantla bean, properly cultivated and cured in its own home; for this peculiar orchid, transplanted, never rounds out to such richness of perfection as it attains in its Mexican mountain land. Reft of its proper environment, it can no more retain all the pristine delicacy of flavor and fragrance than a folk-song, translated from its mother-tongue, can touch the heart with such simplicity and entire sweetness as it held for the native singer.

Problem of Transplanting.

Countless attempts have been made, however, by nearly every European power, to rear the genuine Mexican vanilla in tropical regions other than its own, but never with complete success.

Java was the first country of the Old World to undertake this experiment of transplanting (1819);

and, though the production increased for a few years, there followed such a serious decadence that now the growth is unimportant.

European Attempts.

France, some years ago, inaugurated the culture of this most esteemed variety — namely, the Mexican vanilla — in the Bourbon Islands, where soil and climate were thought to be in every way favorable; but Nature frowned upon this attempt, and after her favorite had been borne away from Papantla, to alien soil, it degenerated. The result of this effort on the part of French industry has been an inferior product, known as Bourbon vanilla.

An offshoot, probably of this Bourbon and still coarser in quality, is grown in the Seychelles.

Madagascar and other islands of the Indian Ocean have made a start in this culture, during the last decade; but, in these cases, political disturbance has formed the hindrance which Nature, to some degree, would have ultimately imposed.

Germany has tried to raise the much-coveted fruit in her African possessions; England, in India: but, in every single instance, the bean, thus cultivated away from its parent soil, has either drooped entirely, or so deteriorated as to bring but a low price in the market of the world.

An Important Fact.

After so many years of intercourse with this tropical wonder, after visiting various parts of the world to witness and test, the Joseph Burnett Company has seen nothing to shake its original theory

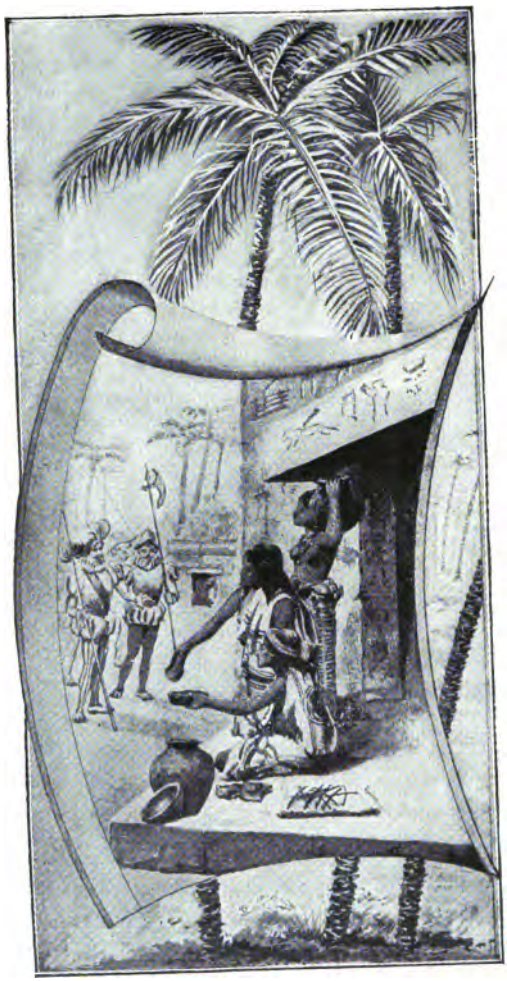
that transplanting the Mexican orchid cannot be done with impunity.

One of the facts which go to establish the supremacy of Burnett's vanilla extract is that the Company has never given the public this flavor obtained from any but the Papantla bean, reared on its native soil, and cured naturally, under the benign influences of a congenial climate; for nowhere, we state again, can the *ne plus ultra* of vanilla be found and properly nurtured, except in the State of Vera Cruz.

A King's Cup of Chocolate. 3.

When the all-conquering Cortez, with a small band, possessed himself of this valley treasure, hundreds of years ago, he was introduced by the native king, Montezuma, to his first cup of chocolate, and tasted therein a flavor so exquisite, a *soupçon* of tropic-forest sweetness so rare and unexpected, even among the wonders of a new world, that its fame was soon heralded to the mother-country.

But, for a time, the jealous Aztecs would not reveal the secret formula by which their beverage was rendered so delicious; and the foreign invaders could only send chocolate in mass to their friends at home, for courtier and chemist and epicure to enjoy and analyze as best they might, in search of that subtle ingredient which gave such excellence to the whole. Facts, however, concerning the mysterious charm of the Mexican drink soon became known; and, as early as the second



IN 1519.

half of the sixteenth century, factories were established in Spain for the manufacture of chocolate, with the preparation and addition of this valued adjunct,—vanilla. Thus it became known and introduced into literature.

Vanilla in the 16th Century.

Two of the earliest writers on vanilla and its uses among the Aztecs were Bernhardino de Sahagun and Francesco Hernandez.

The latter was sent out by Philip II. (1571–77) on a mission to Mexico, and there made such acquaintance with the fruit as enabled him to become an authority on the subject; his works, indeed, forming the groundwork of all the earliest writings. One Roman edition of Hernandez (1651) contained a rough sketch of a vanilla branch with two beans upon it.

This old Spanish naturalist and physician calls the fruit by the euphonious native name of *thilxochill*, and describes it as a beverage in high favor among Mexican grandees, not only for its agreeable taste and aroma, but because of its healing properties.

A Famous Medicine.

This belief in the medicinal properties of vanilla was very strong during the sixteenth and seventeenth centuries, its use for various ailments being exploited in the works of many physicians. Cornelis Bontikoe Jacob Sponius, a doctor of Leyden, who published a book in 1671, and many other writers dwelt particularly upon this phase of the plant, and propounded certain theories in regard to

3-3-55 addition while bored.

its therapeutic effects which, though highly absurd, are not surprising when one considers the superstition and ignorance of that age.

According to Hardwick, vanilla, as a medicine, found its way into the German pharmacopœia at the beginning of the seventeenth century, where it held a place for about a hundred and thirty years; after that, its use as a drug was discontinued.

At the present time, though belief in the power of it physiologically has greatly diminished, nevertheless it is still highly esteemed as a gentle tonic and cordial — healthful and invigorating.

Limited Knowledge of Vanilla.

As early as 1610, two or three vanilla beans were received in England by one Hugh Morgan, pharmacist to Queen Elizabeth. These quaint curios were given the long and learned name of *Lobus oblongus aromaticus*, but none knew the character and origin of the plant whence they had sprung.

European literature shows the most remarkable confusion, not only in regard to the plant itself, but the origin of its name. The term "vanilla," however, now used the world over, comes from *vainilla*, the translation of a Latin word, *siligua*, which means "a pod," and occurs in the text of Hernandez.

Even to-day, although cultivated in herbaria of both the Old and New Worlds, in the very centres of knowledge, there exist the most confusing statements and assumptions regarding useful varieties of this orchid.

Botanical collections are nowhere complete, inasmuch as it has thus far been found impossible to procure the bean corresponding to a certain blossom, for comparison and analysis, the fruit having been gathered by natives in remote tropical places, and, therefore, not to be had, except at great cost and trouble. Hence very little is known, botanically, about individual kinds, and almost nothing of their variability and crossing.

A living specimen was introduced into England during the early part of the last century, but did not thrive.

A second attempt, by the Marquis of Blandford, in 1800, proved more successful; the lovely tropical stranger blossomed, and was transplanted to numerous botanical gardens of the Continent, where it became somewhat familiar to Europeans.

Trusting that these few glimpses of its habitat and history may have sufficiently interested the reader, a brief space will be devoted to the care which is lavished upon this child of Nature.

PART II.

VANILLA CULTURE.

VANILLA CULTURE.

THE first knowledge of vanilla culture is found in a work by Humboldt, on *The Political State of the Kingdom of New Spain.*

As the Aztecs and Spaniards gathered the fruit there in Vera Cruz centuries ago, so the natives in that same spot, to-day, are engaged in the industry. In fact, until recent years, vanilla was cultivated only by these Indians in the valleys of Mazantla and Papantla; and the lands where the plant thrives were controlled by them. The Mexican Indians.

Although they had no regular titles, the Mexican Government recognized their claims, and the land thus held by the various tribes was allotted to individual members, each of whom cultivated his own plants

without interfering with his neighbor. Among themselves, all was harmony, their chief troubles being caused by the poorer classes of Mexicans, who sometimes descended into these peaceful valleys and robbed the Indians of their long-cared-for crops.

"Move on!" In 1896–97, the Mexican Government drove these poor aborigines off the plantations, which they had held for hundreds of years, moved them to other localities, and sold (?) the tracts, thus made valuable by native thrift, to foreigners, who now practically control the production of vanilla in Mexico.

The simple method of cultivation among the Indians was to cut up an old plant and tie the pieces to branches of small trees, where they would live and thrive on air alone, for two full years, without connection with the soil. At the beginning of the third year, these cuttings would throw out tendrils, or shoots, not much larger than a horse-hair, which would take root in the ground, and the next spring sprout and blossom.

General Conditions for Culture. The general conditions for vanilla culture are, a warm climate, where there is absolute immunity from frost; a temperature from seventy to ninety degrees, day and night; frequent rains, for most of the year, to superinduce a plenteous growth; and a dry season at the end, for development of the flower. Coast regions are always best, with gradual slopes, and soil having a loose substratum for

irrigation, as the plant demands a top-dressing, from which it obtains its chief nourishment.

Like the dainty primrose, our orchid loves neither the garish light nor the gloom of unbroken shade, but thrives best in a happy medium of checkered light and shade.

Establishing a Vanillery.

When a vanillery is to be established, a clearing is made, and small trees of scant foliage are left at certain distances apart. These are to serve the necessary purpose of support to the growing plant, it being, as previously said, a climbing orchid, and thus in need of some such prop.

The rapidly increasing vine then twines itself upward around the tree trunks, and from branch to branch, forming a graceful labyrinth of its own. Often a wooden bar is placed from tree to tree, rude trellises are built, and various expediencies resorted to, in aid of the ever-aspiring mother-stalk and its numerous offshoots.

After clearing the wood, setting out trees and other supports, a large expenditure must be made for cuttings, which are sold by the foot, and vary in length, from two or three feet up to ten or twelve.

A Dread Disease.

The longer the cutting, the quicker the cropping; and the more plants per acre, the larger the harvest; but the nearer they are together, the greater the danger of infection from a certain disease common to vanilla plantations, and as much to be dreaded as tornado, drought, or too long-protracted rains.

This disease is caused by a species of fungus,

and, once introduced, spreads with such alarming rapidity as sometimes to devastate a whole crop. Each plant must, therefore, be closely watched, and, at the first sign of blight, be removed and utterly destroyed before it can affect its neighbor.

This is easily accomplished when each tree serves but a single plant; but, when several plants are commingled upon one common support, removal is most difficult — often impossible. Hence it will be seen that the distance between plants and length of cuttings become nice questions for the planter to solve.

For obvious reasons, the tendency has been toward crowding in the past; but, the lesson having been learned of experience, it is now customary to have plenty of space between supporting trees.

The Plant's Career.

In raising the African or Bourbon bean, to hasten growth, plants are set out in this way: One end of a cutting — about two feet of it, perhaps — is laid horizontally into the earth, very near the surface, and then covered with a layer of leaves and grass, three to four inches deep, which serves to provide nourishment by its decay, and protects the roots. The other end is then attached to the tree which is to be its staff of life, and thus the slip is started out on another career. This forcing of nature, however, makes a serious difference in the flavor and health of the plant.

For some months it requires little care, save for the application of new dressing and the training of

vigorous young shoots in the way they should go, giving them an occasional twist in the right direction.

Should there be no adverse circumstances, after about eighteen months the vine is ready for cropping; that is, growth must be checked until flowers appear. To this end, different modes of procedure are adopted. The plant may be allowed to grow until dry weather sets in, prior to the time of blossoming, and then checked by cutting the growing ends and removing new shoots; or its lusty progress may be subdued some nine or ten months before flowering time, and new growths rechecked until the buds burst into flower. The usual amount of time for flower development is about six weeks, under favorable conditions. And now the plant is ready for the next stage of its progress, — fertilization.

Artificial Fertilization.

The vanilla is strictly a pollen blossom, male and female flowers growing on different plants. In former times, the Mexican Indians depended only on the four winds of heaven to interchange the pollen; but of recent years the Italians and French, who have superseded the Indians, are growing vanilla in a more scientific manner, and convey the pollen artificially.

This artificial fecundation divides the development of vanilla culture into two periods, — one preceding and one following 1837. Java was the first country to practise the artificial method.

This simple operation of bringing the pollen from the antler ~~of one~~ flower in contact with the stigma of another is quickly and easily accomplished by the aid of a small wooden instrument.

Vanilla under cultivation is now almost entirely fertilized, or pollenated, by hand, women and children being employed to perform the dainty and simple task which Mother Nature entrusts to her tiny winged creatures and to the breeze.

Flowers must be pollenated as soon as fully blown, the best time being early morning, though the work is usually carried on from sunrise until well into the afternoon. Only the finest flowers are ~~fertilized~~, and only so many on each vine as can be properly matured; thirty pods to a vine is a generous fruitage.

Heavy rains at this period are unfavorable, as they are liable to wash away the pollen grains before germination; but propitious (moist) weather few flowers fail to fertilize.

Then follows the time for the plant's crowning glory,— the fruit, which attains its full size in from five to six weeks, but ripens very slowly, the length of time being governed somewhat by the altitude in which it is grown and the amount of shade.

Harvesting. When mature, as has been said, the pod is yellow in color; but, before the Mexican vanilla is ripe, the growers gather the precious pods, to circumvent thieves in their frequent visits. Vanilla picking begins in November, but the important harvesting is in December and January.

Garnered into baskets and borne upon the backs of Indians and mules, this fruit makes the journey from its forest home to the market town of Papantla, where it must be prepared for the long journey into the markets of the world. How great a distance *this* is for many of these beans may be estimated when we state that a considerable part of the finer quality, selected from the annual production, is used by the Joseph Burnett Company in their extract, which is sent to England, France, Austria, Turkey, China, New Zealand, Australia, Brazil, and the West Indies, beside to all parts of this country.

But with the buying of this fruit, as it is brought into Papantla, the vanilla story is only begun to the manufacturer of highest grade vanilla extract; for the art of curing, so that all the richness and sweetness shall be treasured up in the bean, just as

Nature bestowed them, and then distilling these qualities into a perfect flavoring extract, which shall fulfil all the promise contained in that magic word "vanilla," is a task requiring skill borne of life-long experience, linked with business principles, which cannot be seduced by the mere question of profit to the manufacturer.

PART III.

VANILLA CURING.

VANILLA CURING.

In Olden Times.

THE original process of vanilla curing is found, as might be expected, in Mexico, primary home of the plant, and the country which, for centuries, has furnished the finest bean of the world's production.

The process, as carried out by the Mexicans, was naturally very primitive. The fruit was piled in heaps, allowed to ferment, rubbed in oil of anacardium, dried, and oiled again. Of course "we manage these things better" in our present stage of civilization, but it is interesting to see how simpler times and people strove to accomplish the same ends.

The details of vanilla curing naturally vary in different countries; but, in whatever country it is carried on, the end sought for should be the same, — to produce from the nearly mature fruit a bean which shall retain all the essentials possible.

A few facts concerning the process by which the Mexicans now change the yellow pods, fleshy from excess of water, and characterless in taste and odor, to rich, brown, aromatic beans, will be

briefly given, in order that the good housewife may understand something of the endless labor and peculiar skill expended upon the contents of that little bottle labelled —

BURNETT'S VANILLA.

A Lengthy Process.

It should be remembered that two or three years must elapse before a vanilla plant will bear fruit, and then many months are needed to prepare it for market, each bean used, in the Burnett extract, being handled more than one hundred and twenty times in the process of curing alone.

The fruit is spread on drying-frames for about twenty-four hours, then sun-dried for twenty or thirty days. During this period the beans are sweated repeatedly by being alternately placed in layers between the folds of blankets, then unwrapped and exposed to the air.

A Sun Bath.

After a seemingly endless repetition of this operation, the beans are spread out upon blankets in the open air to gradually brown under the sun's rays until they attain a rich chocolate color, almost black at times. The fruit is all put under cover at night, or in case of rain, and finally altogether, for a space of from twenty to forty days, to dry.

All through the process the curer goes over his beans with watchful eye, using the wisdom of long experience to determine the exact length of time requisite for the proper curing of each bean; curing cannot be done hap-hazard and in bulk, but

each separate bean must be given individual attention, like the children in a kindergarten.

Vanilla rapidly deteriorates if improperly cured, and is liable to become mouldy even before it can be sent out of Mexico. It is, therefore, a very doubtful speculation for any one not thoroughly conversant with the intricacies of the curing process to invest his money in vanilla. Many inexperienced Americans have gone down into Mexico to speculate in the fragrant beans, and have returned with wisdom, which is "better than riches," but not with the riches.

There are speedier, easier modes of curing than that which large experience has proved to be so eminently successful in Mexico: for example, the artificial system carried out in the Seychelles, where hot water is made to do the work of the sun; and a new method, now used in the French islands, to hasten the drying of vanilla by employing chloride of calcium; but the result of such processes cannot be compared with the Papantla bean cured by the Mexican's natural method.

Vanilla Bean.

At length, after ninety days or more have been patiently expended, each pod has become that long, slender, aromatic bean so familiar to commerce, but little known generally, it would seem; thousands of people being so utterly unfamiliar with it as to mistake for it the coarse, little, fat tonka bean, which has such a heavy, sickening smell and taste.

Tonka Bean.

Something of the difference will be realized by such people when they learn that the best tonka bean — largely used in "cheap" extracts, and often sold by pedlers on the street — is worth about fifty cents a pound; while the price of the best vanilla bean — namely, the Papantla — ranges from ten to fifteen dollars a pound.

After curing, these Mexican beans are made up into bundles that weigh from twelve to sixteen ounces, pressed into shape, and the ends rounded by turning the beans in at the top.

Those of choicest quality are put into cans, and the most skilled curers — those who pride themselves upon the excellence of their product — carry their stock one or two months before finally packing it into cans, four or five cans making up a case.

Strictly high-grade Mexican beans come out of the tropics in cedarwood cases. One can imagine, then, what fragrance must linger about a store-

room in Vera Cruz, whence most of the vanilla is exported, the aroma of the bean mingling with the grateful smell of cedar, and awakening, as odors have such power to do, all sorts of pleasant memories.

Thus the finest beans are packed, and more than one-half of this quality, from the 1898 crop, was used by the Joseph Burnett Company.

Case of Vanilla Beans.

Inferior beans, which have been cured improperly, and thus rendered subject to mould and decay, are cut up into scraps one-half an inch, or so, in length. These pieces are known in trade circles as "cuts," and are sent to market to be made up into extracts, which the housewife finds so "cheap," but not half so cheap as the manufacturer found before her, these cuts having been obtained by him at one-third the price of legitimate, first-class beans.

What has been said of the rose may be said, with

Fragrance.

equal truth, of vanilla,—"the most searching analysis cannot separate the different substances which have gone to the making of it." "Whence does it derive its fragrance?" has been a question over which scientists have puzzled their learned heads, from the very earliest history of vanilla culture.

Although European investigators were successful in isolating from the plant a white, crystalline, sweet-smelling element, for a long time they confounded it with benzoic acid and other substances of known composition and origin. Not until 1858 was it recognized as a distinct body upon which the odor of vanilla depended.

This crystallization is not present to any appreciable degree in the mature fruit, but develops under the curing process; whether by fermentation during the sweating period, as conjectured by some, is still a matter of uncertainty. Nor is it yet known just what ingredients contribute to the fragrant formation.

As space will not permit of a chemical discourse on this interesting subject, suffice it to say that sometime after curing, there is found on the better grades of vanilla beans a frost-like efflorescence, which has appeared as if by magic.

This, however, should not—as it sometimes does—serve as sole criterion to the buyer; for authorities have shown that the percentage of vanillin, as these crystals are called, is not necessarily proportional to the quality or value of the bean.

Other elements influence the aroma of vanilla, but exactly what they are has not yet been determined. . The manufacture of artificial vanillin is now an industry of considerable extent, especially in Germany; but, despite the low cost of it and the continued high price of vanilla, the production and consumption of the latter are steadily on the increase; the obvious reason being that the artificial creation is not, and never can be, a substitute for vanilla.

Nature versus Art.

Even by those not familiar with aromatic drugs and their active principles, this should be readily understood. The fragrance of a flower, or the flavor of a spice, is never due to a single constituent, but to a marvellous blending of substances in Nature's laboratory. Let the chemist experiment over his tubes and phials as he will, he can never devise anything in the way of imitation at all to compare, in flavor and bouquet, with Nature's own handiwork; the secret formula for the delicate qualities of vanilla, which minister to taste and smell alike, cannot be wrested from her.

Artificial vanillin has its legitimate uses, and may serve the perfumer creditably in his art; but, unfortunately, it is employed by some manufacturers of flavoring extracts.

On various occasions, boards of health have submitted cheap extracts of vanilla (so called) to the Burnett Company, for analysis; but it would puzzle the subtlest alchemist to resolve into their

A Public Menace.

elements most of these messes, brewed, it would seem, in some witch's cauldron, and unfit for the human stomach.

In these "extracts" has been found balsam of Peru, a watery decoction of the tonka bean already referred to, with possibly a dash of inferior vanilla, the cost of which would be, perhaps, two dollars a gallon. Fully seventy per cent. of the extract sold in America to-day is made from cuts, — cheap or wild vanilla strengthened and doctored by artificial vanillin, made from clove stems or coal-tar, colored and sweetened "to taste" — enough to make old Montezuma and his Spanish guests turn in their graves. The amount of rubbish thus bottled up and set off by a gaudy label is appalling. This cheap (?) extract, which the unsuspecting housewife buys at a price to suit the Monday morning bargain-counter, really yields the maker anywhere from fifty to one hundred per cent. profit.

Is it surprising that, in the face of such facts, we sometimes hear of poisoning, occasioned by eating ices and other confections flavored, presumably, with vanilla? The recent wholesale cases of poisoning reported from Germany show that artificial vanillin is dangerous and should be prohibited by law.

CONCLUSION.

It may be fitting, and especially interesting locally, to add a word as to the introduction of vanilla extract into America.

Only as far back as 1850 there was no flavoring extract of any kind made in this country, except a cheap lemon.

A few French *chefs* were the only ones to use vanilla here, and their manner of employing it was very primitive and unsatisfactory; namely, to cut up one or two beans and put them in a linen bag, which was dipped, like a tea-ball, into whatever required flavoring. When this bag was first used, it would naturally serve the purpose deliciously; but its contents becoming diluted, no uniform result could be obtained, and the proceeding was, beside, expensive.

First Vanilla Extract Made in America.

One day, in the above-mentioned year, a lady, who for a long time had been residing in France, entered the shop of a leading chemist on Tremont Street, Boston, and was anxious to obtain a vanilla flavoring, such as she had become familiar with in Paris. The chemist straightway bought some of

the best vanilla beans that could be procured, and made the first vanilla extract that was ever sold in this country. The lady, after testing a sample, pronounced it superior to the French product, and recommended it to her many friends. Soon the demand grew in Boston, orders came rapidly from New York and elsewhere, and thus, from such a small beginning a business grew, which is now established throughout the civilized world.

A Standard.

The enterprising chemist was none other than Mr. Joseph Burnett, founder of the Joseph Burnett Company, and his extract, the same which today serves as a standard for vanilla flavoring.

The present year of 1900 celebrates the fiftieth anniversary of the founding of the business, which has been represented by three generations.

With the growth of industry have come all sorts of competition; but the encroachments of business rivals, the artifices of chemistry, the temptation to lower quality in order to reduce price, have never influenced the house of Joseph Burnett Company to manufacture anything but the best extracts it knew how to make.

If our little book has served to enlighten any as to this important article of household consumption, and encourage a taste for that only which is pure and wholesome in food products, it has accomplished its purpose.

A FEW GROCERS UNDERSTAND

A FLOOD of cheap extracts always means one of two extremes,—either that legitimate-made goods are higher priced than usual, or that good material has been thrown down by an over-stocked market. The first allows the dishonest manufacturer to thrust his goods on the public by making artificial and dangerous goods, at a price under the legitimate manufacturer; the second causes the profit to be an inducement to every pedler to manufacture his own goods. The latter, while possibly the most annoying to the grocer, is very much better for the consumer, as the goods may be pure though manufactured from cheap material.

At the present day, owing to the repeated failures of the Mexican vanilla bean crop and the natural advance in price, the market is filled with a great quantity of cheap and artificial extracts. Women canvass from door to door endeavoring to introduce goods, not on their merits, but generally by a tale of distress, trying to influence the purchaser (by an order on the grocer) to buy extracts, especially of vanilla, so that the housekeeper is used as a lever to load a lot of these extracts on the unsuspecting grocer. We ask the grocer, does it pay to back these people? We ask the housekeeper, is it profitable to run the risk of at least indigestion and dyspepsia, and possibly a more serious illness?

THE BEST GROCER IN TOWN

GENERALLY gets his reputation by selling the best goods at a reasonable profit, so that his customers depend upon him to send them goods that are safe and wholesome; then they are sure that nothing adulterated comes in at the kitchen door. Of course, if the housewife has to watch for fear of short weights and second qualities, the grocer rarely makes money except by failing. This is one of the reasons why the best friends of Burnett's Vanilla Extract have always comprised the reputable grocers. Frequently the local merchant is badgered and bothered by the use of tickets given by women or men peddling from door to door cheap extracts or extracts of a second grade. Let the grocer reason and he will find that it is unprofitable, and in the long run destroys the faith of his customer; he also is apt to load his shelves up with goods which become dead and are soon forgotten. Honest advertising helps the local grocer to train the housewife to buy standard and reliable goods, and not to buy of pedlers, for when they do half the honest grocer's occupation is gone.

WHY THE HOUSEKEEPER SHOULD USE DISCRIMINATION.

THE housekeeper who has the health of her family and the purse of her husband at heart will scoff the idea that she must go to the market and buy the second quality of meat and vegetables because the price is less. How much more important is it to the purchaser to use discrimination in buying an article which is used in so many articles of food, as an extract of vanilla. The soft spot on the vegetable and the taint on the beef are easily seen, but the acid and the chemical in the bottle are hidden by the wily chemist. The only thing wise housekeepers can do is to buy standard goods from the reputable grocer and we earnestly call their attention to Burnett's Extract of Vanilla.

It has been constantly increasing in favor for fifty years. It is sold by the best grocers and dealers in fine goods, not only in the United States, but the greater part of the civilized world.

Scientific discovery has made it possible for a dishonest manufacturer to so disguise an inferior and mouldy vanilla bean by the aid of chemicals, that it will deceive the more innocent of the housewives. Too frequently the grocer, forgetting the interests of his customer on account of a cent extra a bottle, will advise the purchase of cheaper goods, which pay a dishonest manufacturer a larger profit.